

GOVERNMENT OF JAMMU AND KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU
EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

Subject: Fixation of Maximum Retail Price of JK Special Whisky and Locally Manufactured Low cost IMFL brands for sale in civil market for the year 2025-26.

Reference: 1. Notification S.O. 38 Dated: 15-02-2025.
2. Minutes of Meeting of Committee constituted vide Order No. 60-EC of 2022 dated 30-05-2022 bearing No. DECDJ/2703-10 Dated: 11-03-2025.

ORDER No.: 92 - EC of 2025
DATED: 11 - 03-2025

In exercise of the powers conferred under sub clause (iv), clause (b), Sub-rule 31 of Rule 38 of the J&K Liquor License and Sale Rules, 1984, read with S.O. 85 Dated: 01-02-2024 and recommendation of the Committee constituted vide Order No. 60-EC of 2022 Dated: 30-05-2022, the Ex-Manufacturer Price, Ex-Wholesale Price and Maximum Retail Price of **JK Special Whisky and Locally manufactured Low cost IMFL** brands for sale in civil Market as per Annexure-"A" & "B" respectively to this order is hereby approved for the year 2025-26. The brands shall not be sold above the fixed rate.

(Subash C. Chhibber), JKAS
Excise Commissioner, J&K

Encls: Annexure-"A" & "B"

No.: EC/Exc/MRP/2024-25/ 6788-6807

Dated: 11 -03-2025

Copy to the:

1. Deputy Excise Commissioner (Executive), Kashmir.
2. Deputy Excise Commissioner (Accounts), Jammu.
3. Deputy Excise Commissioner (Executive), Jammu.
4. Deputy Excise Commissioner (Distilleries), Jammu.
5. Private Secretary to the Principal Secretary, Finance Department, J&K, Civil Secretariat for the kind information of the Principal Secretary.
6. Excise and Taxation Officer, City Excise Range (North/South) Jammu, Excise Range Udhampur-Reasi, Doda-Kishtwar-Ramban, Kathua, Samba, Rajouri-Poonch, Srinagar-Budgam-Ganderbal, Baramulla-Kupwara-Bandipora, Anantnag-Pulwama-Shopian-Kulgam, Distilleries.
7. Sr. Programmer, I/c website www.jkexcise.nic.in
8. All retailers namely JKEL-2, JKEL-3, JKEL-3A, JKEL-4, JKEL-4C, JKEL-7, JKEL-7B, M/s.....
9. All wholesalers namely, JKEL-1, JKEL-1A, JKEL-1B, JKEL-1W, M/s.....
10. All Manufacturers namely JKEL-6, B-1, D-2, M/s.....
11. Order file/concerned file.

ORDER NO. 92 -EC OF 2025 DATED 11-03-2025							
ANNEXURE-"A"							
MRP OF JK SPECIAL WHISKY FOR THE YEAR 2025-26							
Ex-Manufacturer Price (EDP) per Case : -							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Special Whisky	65	Bottles	472.00	535.00	561.00	586.00
Ex-Wholesale Price (JKEL-1) per Case : -							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml (12 Pcs)	375ml (24 Pcs)	250ml (36 Pcs)	180ml (50 Pcs)
1	JK Special Whisky	65	Bottles	2398.00	2465.00	2492.00	2518.00
MRP (Inclusive of all taxes for JKEL-2) per Unit : -							
Price in Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Special Whisky	65	Bottles	385	200	135	100
Differential amount, on account of rounding-off/fixation of MRP, Recoverable as rounding fee per unit : -							
In Rupees							
S.No	Category	Strength in Degree Proof	Packing	750ml per Unit	375ml per Unit	250ml per Unit	180ml per Unit
1	JK Special Whisky	65	Bottles	1.68	3.65	2.84	3.97

ORDER NO. 92 OF 2025 DATED: 11-03-2025
ANNEXURE - "B"

MRP OF LOW COST IMFL BRANDS FOR SALE IN CIVIL MARKET FOR THE YEAY 2025-26

TOTAL NUMBER OF BRANDS 32				Ex-Manufacturer Price/Case In Rupees			Ex-Wholesale (JKEL-1) Price/Case In Rupees			MRP/Unit (2025-26) Inclusive of all Taxes			Differential Amount, on account of rounding-off/fixation of MRP, Recoverable as rounding Fee		
Sr. No.	Distillery/Bottling Plant	Brand Name	Degree Proof	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml	750ml	375ml	180ml
1	Devans Modern Breweries Limited, Talab Tillo, Bohri, Jammu, J&K.	Kashmir XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Double Horse Malted Whisky	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Kashmir Added Orange Flavoured Premix Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
		Kashmir Dry Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
2	Dogra Distilleries, Village Gangyal, Industrial Area, Jammu, J&K.	Double Cross XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Knight No.1 Special Whisky	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Shalimar Dry Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
		Chenab Orange Flavoured Premix Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
3	Oakland Bottlers Pvt. Ltd. Phase-I, IGC, SIDCO, Samba, J&K.	Samba XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		OB Dry Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
		OB Orange Flavoured Premix Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
4	Kashmir Bottlers, SIDCO, Industrial Growth Centre, Samba, J&K.	K Bottlers Special XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		K Bottlers Special Whisky	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		K Bottlers Special Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
		K Bottlers Special Orange Flavoured Premix Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94

[Handwritten signatures and initials]

5	Trikuta Bottlers, IGC, SIDCO, Samba, J&K.	Himalaya XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Himalaya No.1 Whisky	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Sky Blue Extra Dry Gin	65	684	750	800	2706	2776	2749	470	240	120	0.16	0.18	1.94
		Sky Blue Orange Flavoured Premix Gin	65	684	750	800	2706	2776	2749	470	240	120	0.16	0.18	1.94
6	M/s Madeira Bottlers, Phase-II, SIDCO Industrial Complex, Bari Brahmana, Jammu, J&K.	Madeira No.1 Special Whisky	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Royal Club XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Madeira Extra Dry Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
7	M/s Trishul Bottlers, Sikanderpur, Bishnah, District Jammu, J&K	Tiger XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Mission Kashmir XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Tiger Whisky	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Tiger Dry Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
		Tiger Orange Flavoured Premix Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
8	M/s Chenab Bottlers, I.G.C., Phase-I, SIDCO, District Samba, J&K.	Chenab XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Chenab Whisky	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
		Chenab Dry Gin	65	684	742	800	2706	2767	2749	470	240	120	0.16	0.81	1.94
9	M/s Basanter Bottlers, I.G.C., Phase-I, SIDCO, District Samba, J&K.	Chinar XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68
10	M/s Rockland Distilleries Pvt. Ltd., Bari Brahmana, Samba, J&K	Royal Choice XXX Rum	75	685	776	800	2953	3049	2985	505	260	130	0.58	1.07	3.68

Handwritten signatures and initials in blue ink.